



WDAF-TV

ORDER

Print Date 11/05/12 Page 1 of 6

Flight Dates 10/30/12-11/06/12

Contract / Revision 586892 /

Original Date / Revision
11/05/12 11/05/12

Advertiser Nixon, Jay/D/MO/Governor

Agency Campaign Group

Buying Contact

1600 Locust Street
Philadelphia, PA 19103Product
JAY NIXON 4 GOV

Agency Com 15%

Billing Contact

1600 Locust Street
Philadelphia, PA 19103

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 09853249

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Eb

Priority 2

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 174000

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	43500
KCWE	25%	43500
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSHB	25%	43500
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	99	\$36,975.00	\$43,500.00	0.00	10/29/12	11/06/12	99	\$36,975.00	\$43,500.00
Totals	99	\$36,975.00	\$43,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	11/03/12	11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$300.00		0.00				
2	4	11/04/12	11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$300.00		0.00				
3	4	10/30/12	11/02/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-TWTF--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTF--			5		\$600.00		0.00				

Contract Revision

Contract Revision

586892

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

Order Sep 00:15:00

Advertiser **Nixon, Jay/D/MO/Governor** Product **JAY NIXON 4 GOV**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	4	11/03/12	11/03/12	Sa 9-10p Sa 9-10p	CM-Ail	9-10p (9:30 PM-10:00 PM)	-----S-	:30	1	\$600.00	2	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$600.00		0.00						
15	4	11/03/12	11/03/12	Sa 10-1030p Sa 10-1030p	CM-Ail	10-1030p	-----S-	:30	1	\$800.00	2	0.00	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$800.00		0.00						
16	4	10/30/12	11/02/12	M-F 530-6a M-F 530-6a	CM-Ail	530-6a	-TWTF--	:30	4	\$300.00	2	0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	4		\$300.00		0.00						
17	4	11/05/12	11/05/12	M-F 530-6a M-F 530-6a	CM-Ail	530-6a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$300.00		0.00						
18	4	10/31/12	10/31/12	X Factor Wednesday FOX X Factor	CM-Ail	7-9p	--W----	:30	1	\$2,600.00	2	0.00	NM	1	\$2,600.00
X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$2,600.00		0.00						
19	4	10/30/12	11/02/12	M-F 9-10a M-F 9-10a	CM-Ail	9-10a	-TWTF--	:30	4	\$300.00	2	0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	4		\$300.00		0.00						
20	4	11/05/12	11/05/12	M-F 9-10a M-F 9-10a	CM-Ail	9-10a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$300.00		0.00						
21	4	10/30/12	11/02/12	M-F 3-4p M-F 3-4p	CM-Ail	3-4p	-TWTF--	:30	5	\$150.00	2	0.00	NM	5	\$750.00
JDUGE J BROWN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	5		\$150.00		0.00						
22	4	10/30/12	11/02/12	M-F 4-5p M-F 4-5p	CM-Ail	4-5p	-TWTF--	:30	4	\$375.00	2	0.00	NM	4	\$1,500.00
JUDGE JDUY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	4		\$375.00		0.00						
23	4	11/05/12	11/05/12	M-F 4-5p M-F 4-5p	CM-Ail	4-5p	M-----	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JUDGE JDUY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$375.00		0.00						
24	4	10/30/12	11/02/12	M-F 1102-1132p M-F 1102p-1132p	CM-Ail	M-F 1102p-1132p	-TWTF--	:30	4	\$250.00	2	0.00	NM	4	\$1,000.00
TMZ															

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
24	4	10/30/12	11/02/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	-TWTF--	:30	4	\$250.00	2	0.00	NM	4	\$1,000.00
TMZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$250.00		0.00			
25	4	11/05/12	11/05/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	M-----	:30	1	\$250.00	2	0.00	NM	1	\$250.00
TMZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$250.00		0.00			
26	4	10/30/12	11/02/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-TWTF--	:30	4	\$300.00	2	0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$300.00		0.00			
27	4	11/05/12	11/05/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$300.00		0.00			
28	4	10/30/12	11/02/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	-TWTF--	:30	1	\$2,200.00	2	0.00	NM	1	\$2,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					1	\$2,200.00		0.00			
29	4	11/05/12	11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M-----	:30	1	\$2,200.00	2	0.00	NM	1	\$2,200.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,200.00		0.00			
30	4	11/05/12	11/05/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	M-----	:30	1	\$2,100.00	2	0.00	NM	1	\$2,100.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,100.00		0.00			
31	4	10/30/12	11/02/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-TWTF--	:30	4	\$300.00	2	0.00	NM	4	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$300.00		0.00			
32	4	11/05/12	11/05/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$300.00		0.00			
33	4	10/30/12	11/02/12	M-F 1-2p M-F 1-2p	CM-All	1-2p	-TWTF--	:30	4	\$150.00	2	0.00	NM	4	\$600.00
SEINFELD/EARL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					4	\$150.00		0.00			
34	4	11/05/12	11/05/12	M-F 1-2p M-F 1-2p	CM-All	1-2p	M-----	:30	1	\$150.00	2	0.00	NM	1	\$150.00
SEINFELD/EARL															



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Contract / Revision

586892

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product JAY NIXON 4 GOV

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
44	4	11/05/12	11/05/12	M-F Overnight Rotator M-F 1-4a	CM-All	1-4a (1:00 XM-1:30 XM)	M-----	:30	1	\$75.00	2	0.00	NM	1	\$75.00
KING OF HILL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$75.00		0.00			
45	4	11/03/12	11/03/12	SA 1030-1130p Sa 1030-1130p	CM-All	1030-1130p	-----S-	:30	1	\$200.00	2	0.00	NM	1	\$200.00
HELLS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$200.00		0.00			
46	4	11/01/12	11/01/12	X Factor Thursday FOX X Factor	CM-All	7-9p (7:00 PM-8:00 PM)	---T---	:30	1	\$2,000.00	2	0.00	NM	1	\$2,000.00
X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$2,000.00		0.00			
N 47	4	11/06/12	11/06/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	-T-----					2	\$300.00		0.00			
Totals														99	\$43,500.00



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ORDER

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Flight Dates 10/24/12-10/29/12

Contract / Revision 585869 /
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Advertiser Nixon, Jay/D/MO/Governor

Agency Campaign Group

Buying Contact

1600 Locust Street
 Philadelphia, PA 19103

Product JAY NIXON 4 GOV
Agency Com 15%
Billing Contact
 1600 Locust Street
 Philadelphia, PA 19103

Sales Office DC-M
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate #
Alt Order # 09851461
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes SP-POL CAN GEN
Product Codes PL1Eb
Priority 3
Advertiser Ref

Primary Account Executive
 Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 48000

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	12000
KCWE	%	0
KMBC	25%	12000
KMCI	%	0
KPXE	%	0
KSHB	25%	12000
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	7	\$10,200.00	\$12,000.00	0.00	10/01/12	10/28/12	7	\$10,200.00	\$12,000.00
Totals	7	\$10,200.00	\$12,000.00	0.00	10/29/12	10/29/12	0	\$0.00	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	4	10/25/12	10/25/12	World Series World Series on FOX	CM-All	6p-CC	---T---	:30	2	\$1,900.00	3	0.00	NM	2	\$3,800.00
WORLD SERIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					2	\$1,900.00		0.00			
2	4	10/27/12	10/27/12	World Series World Series on FOX	CM-All	6p-CC	-----S-	:30	2	\$1,900.00	3	0.00	NM	2	\$3,800.00
WORLD SERIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					2	\$1,900.00		0.00			
3	4	10/28/12	10/28/12	World Series World Series on FOX	CM-All	6p-CC	-----S	:30	2	\$1,900.00	3	0.00	NM	2	\$3,800.00
WORLD SERIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					2	\$1,900.00		0.00			



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Contract / Revision

585869

Flight Dates 10/24/12-10/29/12

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product JAY NIXON 4 GOV

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
4	4	10/27/12	10/27/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	1	\$600.00	3	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-			1			\$600.00		0.00			
5	4	10/29/12	10/29/12	World Series World Series on FOX	CM-All	6p-CC	M-----	:30	1	\$2,800.00	1	0.00	NM	0	\$0.00
WORLD SERIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----			1			\$2,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/29/12-11/04/12		World Series	6p-CC		M-----	:30		(\$2,800.00)		0.00	NM		
Credited															
Totals														7	\$12,000.00



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ORDER

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Flight Dates 10/30/12-11/05/12

Contract / Revision 583159 /

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11/02/12 11/02/12

Advertiser Mo 4 Health & Education

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
MO FOR HEALTH & EDU

Agency Com 15%

Billing Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2429

Alt Order # 09842357

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL ISS POL

Product Codes PL2C

Priority 1

Advertiser Ref

Order Share 20% Market Value 187825

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	38%	63773
KCWE	%	0
KMBC	29%	48669
KMCI	%	0
KPXE	%	0
KSHB	13%	21817
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	36	\$28,530.25	\$33,565.00	0.00	10/29/12	11/05/12	36	\$28,530.25	\$33,565.00
Totals	36	\$28,530.25	\$33,565.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/30/12	10/30/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----			1		\$300.00		0.00				
2	4	10/31/12	10/31/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$300.00		0.00				
3	4	11/01/12	11/01/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$300.00		0.00				



WDAF-TV

Print Date: 11/02/12

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Contract / Revision

583159

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education

Product MO FOR HEALTH & EDU

Estimate # 2429

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
35	4	10/31/12	10/31/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$1,800.00		0.00			
36	4	11/01/12	11/01/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$1,800.00		0.00			
37	4	11/02/12	11/02/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,800.00		0.00			
Totals														36	\$33,565.00



WDAF-TV

ORDER

Print Date 10/30/12 Page 1 of 5

Flight Dates 10/30/12-11/06/12

Order Sep 00:15:00

Contract / Revision 587208 /

Product
Nixon'governor

Estimate #
Alt Order #

Original Date / Revision
10/30/12 10/30/12

Agency Com 15%
Billing Contact

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Advertiser Nixon, Jay/D/MO/Governor

1600 Locust Street
Philadelphia, PA 19103

Demographic A25-54
Rev Codes SP-POL CAN GEN
Product Codes PL1Eb
Priority 3
Advertiser Ref

Agency Campaign Group

Buying Contact

Sales Office DC-M
Sales Region NAT
Agency Ref

1600 Locust Street
Philadelphia, PA 19103

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSHB	%	
KSMO	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	48	\$18,572.50	\$21,850.00	0.00	10/29/12	11/05/12	48	\$18,572.50	\$21,850.00
Totals	48	\$18,572.50	\$21,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	4	11/05/12	11/05/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$600.00		0.00			
N 2	4	10/31/12	11/02/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--WTF--	:30	1	\$525.00	2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					1	\$525.00		0.00			
N 3	4	11/05/12	11/05/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$600.00		0.00			
N 4	4	10/31/12	11/02/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	--WTF--	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					1	\$1,200.00		0.00			



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Contract / Revision

587208

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product Nixon'governor

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	4	10/31/12	11/02/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	--WTF--	:30	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					1	\$1,200.00		0.00			
N 5	4	10/31/12	11/02/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	--WTF--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					1	\$600.00		0.00			
N 6	4	10/31/12	11/02/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--WTF--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					1	\$300.00		0.00			
N 7	4	10/31/12	11/02/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--WTF--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					1	\$300.00		0.00			
N 8	4	10/31/12	11/02/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	--WTF--	:30	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					1	\$150.00		0.00			
N 9	4	10/31/12	11/02/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--WTF--	:30	1	\$375.00	2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					1	\$375.00		0.00			
N 10	4	10/31/12	11/02/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	--WTF--	:30	2	\$250.00	2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					2	\$250.00		0.00			
N 11	4	11/05/12	11/05/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$300.00		0.00			
N 12	4	10/31/12	11/02/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	--WTF--	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					1	\$1,000.00		0.00			
N 13	4	10/31/12	11/02/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--WTF--	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					1	\$300.00		0.00			
N 14	4	10/31/12	11/02/12	M-F 1-2p M-F 1-2p	CM-All	1-2p	--WTF--	:30	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					1	\$150.00		0.00			
N 15	4	10/31/12	11/02/12	M-F 2-3p M-F 2-3p	CM-All	2-3p	--WTF--	:30	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					1	\$150.00		0.00			
N 16	4	10/31/12	11/02/12	M-F 1132p-1202a M-F 1132p-1202a	CM-All	M-F 1132p-1202a	--WTF--	:30	2	\$250.00	2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--					2	\$250.00		0.00			



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Contract / Revision

587208

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product Nixon's governor

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 16	4	10/31/12	11/02/12	M-F 1132p-1202a M-F 1132p-1202a	CM-All	M-F 1132p-1202a	--WTF--	:30	2	\$250.00	2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					2	\$250.00		0.00			
N 17	4	10/31/12	11/02/12	M-F 1202-1232a M-F 1202m-1232a	CM-All	1202-1232a	--WTF--	:30	2	\$150.00	2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					2	\$150.00		0.00			
N 18	4	10/31/12	11/02/12	M-F 1232-102a M-F 1232-1a	CM-All	1232-1a	--WTF--	:30	2	\$75.00	2	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					2	\$75.00		0.00			
N 19	4	10/31/12	11/02/12	ON (M-Su) 1-130a	CM-All	1-130a (1:00 XM-1:30 XM)	--WTF--	:30	2	\$75.00	2	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					2	\$75.00		0.00			
N 20	4	10/31/12	11/02/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	--WTF--	1:00	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					1	\$600.00		0.00			
N 21	4	10/31/12	11/02/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--WTF--	1:00	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					1	\$600.00		0.00			
N 22	4	11/05/12	11/05/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	1:00	1	\$1,050.00	2	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$1,050.00		0.00			
N 23	4	11/05/12	11/05/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	1:00	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$600.00		0.00			
N 24	4	11/05/12	11/05/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	1:00	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$600.00		0.00			
N 25	4	11/05/12	11/05/12	M-F 1-2p M-F 1-2p	CM-All	1-2p	M-----	1:00	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$300.00		0.00			
N 26	4	10/31/12	11/02/12	M-F 2-3p M-F 2-3p	CM-All	2-3p	--WTF--	1:00	2	\$300.00	2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					2	\$300.00		0.00			
N 27	4	11/05/12	11/05/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M-----	1:00	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$300.00		0.00			
N 28	4	10/31/12	11/02/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--WTF--	1:00	2	\$750.00	2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					2	\$750.00		0.00			



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Contract / Revision

587208

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product Nixon/governor

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N28	4	10/31/12	11/02/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--WTF--	1:00	2	\$750.00	2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					2	\$750.00		0.00			
N29	4	11/05/12	11/05/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	1:00	1	\$750.00	2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$750.00		0.00			
N30	4	11/05/12	11/05/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	M-----	1:00	1	\$2,400.00	2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$2,400.00		0.00			
N31	4	11/05/12	11/05/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	1:00	1	\$1,200.00	2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
N32	4	10/31/12	11/02/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	--WTF--	1:00	1	\$500.00	2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					1	\$500.00		0.00			
N33	4	11/05/12	11/05/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	M-----	1:00	1	\$500.00	2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$500.00		0.00			
N34	4	10/31/12	11/02/12	M-F 1132p-1202a M-F 1132p-1202a	CM-All	M-F 1132p-1202a	--WTF--	1:00	2	\$500.00	2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					2	\$500.00		0.00			
N35	4	10/31/12	11/02/12	M-F 1202-1232a M-F 1202m-1232a	CM-All	1202-1232a	--WTF--	1:00	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					1	\$300.00		0.00			
N36	4	11/05/12	11/05/12	M-F 1202-1232a M-F 1202m-1232a	CM-All	1202-1232a	M-----	1:00	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$300.00		0.00			
N37	4	10/31/12	11/02/12	M-F 1232-102a M-F 1232-1a	CM-All	1232-1a	--WTF--	1:00	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					1	\$150.00		0.00			
N38	4	11/05/12	11/05/12	M-F 1232-102a M-F 1232-1a	CM-All	1232-1a	M-----	1:00	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$150.00		0.00			
N39	4	10/31/12	11/02/12	ON (M-Su) 1-130a	CM-All	1-130a (1:00 XM-1:30 XM)	--WTF--	1:00	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WTF--					1	\$150.00		0.00			
N40	4	11/05/12	11/05/12	ON (M-Su) 1-130a	CM-All	1-130a (1:00 XM-1:30 XM)	M-----	1:00	1	\$150.00	2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$150.00		0.00			



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Contract / Revision

587208

Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision

10/30/12/ 10/30/12

Order Sep **00:15:00**

Advertiser **Nixon, Jay/D/MO/Governor** Product **Nixon'governor**

Estimate #

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 40	4	11/05/12	11/05/12	ON (M-Su) 1-130a	CM-All	1-130a (1:00 XM-1:30 XM)	M-----	1:00	1	\$150.00	2	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----	1		\$150.00		0.00					
													Totals	48 \$21,850.00



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ORDER

Print Date 10/29/12 Page 1 of 6

Flight Dates 10/30/12-11/05/12

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10/29/12 10/29/12

Advertiser Nixon, Jay/D/MO/Governor

Agency Campaign Group

Buying Contact

1600 Locust Street
Philadelphia, PA 19103

Product

JAY NIXON 4 GOV

Agency Com 15%

Billing Contact

1600 Locust Street
Philadelphia, PA 19103

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 09853249

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL1Eb

Priority 2

Advertiser Ref

Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date End Date

Dan Driscoll 100%

Order Share 25% Market Value 171600

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	42900
KCWE	25%	42900
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSHB	25%	42900
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	97	\$36,465.00	\$42,900.00	0.00
Totals	97	\$36,465.00	\$42,900.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	97	\$36,465.00	\$42,900.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	11/03/12	11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-	1				\$300.00			0.00			
E 2	4	11/04/12	11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$300.00	2	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S	1				\$300.00			0.00			
E 3	4	10/30/12	11/02/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-TWTF--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--	5				\$600.00			0.00			

Contract Revision

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 34	4	11/05/12	11/05/12	M-F 1-2p M-F 1-2p	CM-All	1-2p	M-----	:30	1	\$150.00	2	0.00	NM	1	\$150.00
SEINFELD/EARL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$150.00		0.00			
E 35	4	10/30/12	11/02/12	M-F 2-3p M-F 2-3p	CM-All	2-3p	-TWTF--	:30	4	\$150.00	2	0.00	NM	4	\$600.00
SWIFT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$150.00		0.00			
E 36	4	11/05/12	11/05/12	M-F 2-3p M-F 2-3p	CM-All	2-3p	M-----	:30	1	\$150.00	2	0.00	NM	1	\$150.00
SWIFT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$150.00		0.00			
E 37	4	10/30/12	11/02/12	M-F 1132p-1202a M-F 1132p-1202a	CM-All	M-F 1132p-1202a	-TWTF--	:30	4	\$250.00	2	0.00	NM	4	\$1,000.00
SEINFELD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$250.00		0.00			
E 38	4	11/05/12	11/05/12	M-F 1132p-1202a M-F 1132p-1202a	CM-All	M-F 1132p-1202a	M-----	:30	1	\$250.00	2	0.00	NM	1	\$250.00
SEINFELD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$250.00		0.00			
E 39	4	10/30/12	11/02/12	M-F 1202-1232a M-F 1202m-1232a	CM-All	1202-1232a	-TWTF--	:30	4	\$150.00	2	0.00	NM	4	\$600.00
ALWAYS SUNNY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$150.00		0.00			
E 40	4	11/05/12	11/05/12	M-F 1202-1232a M-F 1202m-1232a	CM-All	1202-1232a	M-----	:30	1	\$150.00	2	0.00	NM	1	\$150.00
ALWAYS SUNNY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$150.00		0.00			
E 41	4	10/30/12	11/02/12	M-F 1232-102a M-F 1232-1a	CM-All	1232-1a	-TWTF--	:30	4	\$75.00	2	0.00	NM	4	\$300.00
EARL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$75.00		0.00			
E 42	4	11/05/12	11/05/12	M-F 1232-102a M-F 1232-1a	CM-All	1232-1a	M-----	:30	1	\$75.00	2	0.00	NM	1	\$75.00
EARL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----					1	\$75.00		0.00			
E 43	4	10/30/12	11/02/12	M-F Overnight Rotator 1-130a	CM-All	1-130a (1:00 XM-1:30 XM)	-TWTF--	:30	4	\$75.00	2	0.00	NM	4	\$300.00
KING OF HILL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-TWTF--					4	\$75.00		0.00			
E 44	4	11/05/12	11/05/12	M-F Overnight Rotator M-F 1-4a	CM-All	1-4a (1:00 XM-1:30 XM)	M-----	:30	1	\$75.00	2	0.00	NM	1	\$75.00
KING OF HILL															



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586892

Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision

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Order Sep

00:15:00

Advertiser

Nixon, Jay/D/MO/Governor

Product JAY NIXON 4 GOV

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 44	4	11/05/12	11/05/12	M-F Overnight Rotator M-F 1-4a	CM-All	1-4a (1:00 XM-1:30 XM)	M-----	:30	1	\$75.00	2	0.00	NM	1	\$75.00
KING OF HILL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$75.00		0.00						
E 45	4	11/03/12	11/03/12	SA 1030-1130p Sa 1030-1130p	CM-All	1030-1130p	-----S-	:30	1	\$200.00	2	0.00	NM	1	\$200.00
HELLS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$200.00		0.00						
E 46	4	11/01/12	11/01/12	X Factor Thursday FOX X Factor	CM-All	7-9p (7:00 PM-8:00 PM)	---T---	:30	1	\$2,000.00	2	0.00	NM	1	\$2,000.00
X FACTOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$2,000.00		0.00						
Totals														97	\$42,900.00